9/23/87 R9375-1

TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

Research News for the U.S. Travel Industry

US Travel Data Center

July 1987

Volume 16, Number 7

1986 Travel Reaches Record High Levels

Travel by Americans rose 4 percent in 1986, bringing travel to its highest levels in five years, the US Travel Data Center reported today.

Travelers' mileage within the U.S. rose 6 percent, while nights away from home slipped marginally from 1985 figures.

The 1986 increase is reflected in the 1986 National Travel Survey Full Year Report compiled by the US Travel Data Center.

The monthly telephone survey, which contacted 18,000 American adults last year and excluded trips less than 100 miles from home, showed that during the year, over 63 percent of all American adults took at least one trip of 100 miles or more totaling 1.12 billion person-trips for the year. (A person-trip is measured each time anyone goes 100 or more miles away from home.)

The average domestic round-trip distance was 990 miles, down from last year's 1,020 miles, while the average duration dropped slightly from 5.4 to 5.2 nights in 1986.

Automobile, truck, and recreational vehicle travel increased 4 percent over last year and accounted for three-fourths of the total travel market. Airlines carried 21 percent of all 1986 travelers.

Nearly 39 percent of all travel was for visiting friends and relatives, while travel for sightseeing, outdoor recreation, and entertainment made up 37 percent of all travel.

Business/convention travel comprised 17 percent of all 1986 travel and grew a modest 2 percent after a strong showing in 1985.

The substantial increase of 9 percent more weekend trips, which comprise 46 percent of all travel, boosted travel levels to a record high.

The most popular destination of Americans during 1986 was the South Atlantic census region, attracting 22 percent of all travelers. The East North Central census region produced the most travelers during the year, 19 percent.

The 1986 National Travel Survey Full Year Report is based on telephone interviews with 1500 American adults each month. It includes over 100 pages of tables, charts, analysis and comparisons with 1985, and is available for $125 prepaid from the US Travel Data Center, Two Lafayette Centre 1133 21st Street NW, Washington, D.C. 20036.##

Ogilvy and Mather Publish 1987 Edition of Advertising Spending in the U.S.

Ogilvy and Mather's 1987 edition of Trends in Travel and Tourism Expenditures reports that travel advertising spending in the U.S. reached $1,027 million in 1986.

Airlines (foreign and domestic), cruise lines, domestic destinations and foreign countries all recorded increases over 1985 expenditures. Only Canadian provinces' advertising spending dropped slightly in 1986.

For the second consecutive year U.S. states showed the most dramatic spending rise, 30 percent, bringing their expenditures in 1986 to almost $67 million. U.S. flag carriers, with an increase of 8 percent in their 1986 expenditures, were still the top travel advertisers, with $624 million in measured media expenditures for 1986.

Cruise lines, with a modest growth of 1 percent over 1985, were second in volume of advertising with $127 million.

Foreign countries and foreign airlines both raised their advertising volume about one quarter percent over 1985.

(Continued on page 3)

May Travel Prices Post Almost Imperceptible Increase

According to the US Travel Data Center's Travel Price Index (TPI), May's TPI rose 0.1 percent, the slowest rate since last December.

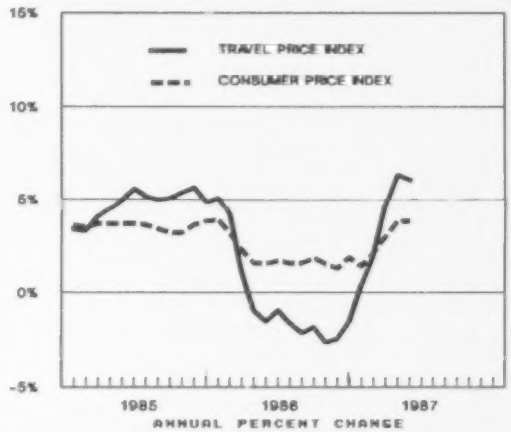
For comparison, overall consumer goods and services costs, measured by the Consumer Price Index (CPI), increased 0.3 percent in May.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the U.S., reached 398.4 (1967=100) in May.

For the fourth time in 1987, motor fuel prices led all increases with a 0.8 percent gain in May. Airline fares dropped 0.5 percent following a 0.4 percent decrease in April.

Over the past twelve months, the TPI has risen 6.1 percent while the CPI has gained 3.8 percent.

Despite their recent decline, lodging prices have led all other components with an 8.0 percent rise since May 1986. Airline fares have shown the second largest increase, 5.4 percent. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
May 1987

TPI Component	Monthly Percent Change April 1987 to May 1987	Annual Percent Change May 1986 to May 1987
Transportation	0.3	5.0
Airline Fares	-0.5	5.4
Other Intercity Trans.	0.2	-0.5
Intracity Public Trans.	0.0	3.0
Motor Fuel	0.8	4.9
Lodging	*	8.0
Food and Beverages Away From Home	0.2	3.8
Entertainment	**	4.5
TRAVEL PRICE INDEX	0.1	6.1
CONSUMER PRICE INDEX	0.3	3.8

Source: US Travel Data Center and U.S. Bureau of Labor Statistics
* Less than 0.05 percent decrease.
**Less than 0.05 percent increase.

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, 1899 L Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

The US Travel Data Center is an affiliate of the Travel Industry Association of America

Travel Continues to Rise in April 1987

Travel during April increased just 1 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

Travel by Americans in April 1987 totaled 72 million person-trips (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that while pleasure travel declined 2 percent, convention/business travel increased 7 percent over year-earlier figures.

Compared to last year, 2 percent fewer U.S. residents traveled by air, but 4 percent more Americans used automobiles, trucks, and RVs to reach their destinations.

Although the number of business travelers staying in hotels and motels increased, pleasure travelers decreased, thereby reducing the total of overnight stays.

Vacation travel for April posted a gain of 3 percent. Weekend travel climbed a strong 9 percent.

The business travel increase boosted the average domestic round-trip distance to 1,000 miles, up from 870 miles in April 1986.

The average number of nights away from home remained unchanged at 4.3 nights.##

Advertising Spending
(Continued from page 1)

This report, the latest in an annual series, covers 1982-1986 and details total advertising spending as well as comparing leading advertisers in each travel category.

Reports are $55 per copy. Make checks payable to Ogilvy and Mather Inc. attention: Edward Berrol, 380 Madison Avenue, New York, New York 10017.##

Notes From the Center

The Data Center has three new staff members: Jody Caldwell, accountant; Lenore Reid, manager of survey research; and Kelly Repass, research assistant.

Repass is author of the Survey of State Travel-Related Tax Rates, a 20 page report available for $20 a copy prepaid, from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. ##

Visitor Volume at National Parks

Region	APR 1987 visits	Change from APR 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	826,194	8	6
MIDDLE ATLANTIC	2,263,083	39	35
SOUTH ATLANTIC	7,452,751	-18	-16
EAST SOUTH CENTRAL	2,014,126	-7	-9
EAST NORTH CENTRAL	341,124	4	-8
WEST NORTH CENTRAL	421,499	15	9
WEST SOUTH CENTRAL	934,986	-4	-4
MOUNTAIN	2,551,199	11	1
PACIFIC	4,094,217	24	10
TOTAL	20,899,179	0	-2

* Percent change figures may not be consistent with previously

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent change: From Previous Month	Percent change: From Year-ago Month	Percent change: Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Apr	$4,262 million	-4.2	6.9	9.3
Eating and drinking places(2)	Apr	$12,712 million	-0.3	7.0	10.2
Gasoline service stations(2)	Apr	$ 7,527 million	1.9	6.2	-6.8
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Apr	60.9 percent	0.5	-4.8	-0.2
Real demand for commercial lodging(4)	Apr	56.3 million	-3.1	3.4	5.3
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Apr	27.7 billion	-3.8	26.2	15.9
International revenue passenger-miles	Apr	5.7 billion	4.9	32.6	17.4
Highway traffic volume(6)					
Rural arterial vehicle-miles	Apr	39.9 billion	4.0	6.6	5.2
Rail passenger traffic(7)					
Amtrak passenger-miles	Apr	394.7 million	7.4	4.5	-2.1
Travel Price Index(8)	Apr	397.9 million	0.9	6.4	3.4
U.S. resident travel(9)					
Total person-trips	Mar	74.7 million	38.3	6.3	6.0
Vacation person-trips	Mar	40.3 million	40.9	-14.1	-2.5
Total person-nights	Mar	381.0 million	60.4	2.3	-3.8
Vacation person-nights	Mar	270.4 million	103.9	-16.5	-15.3
Public use of national parks(10)					
Visits	Apr	20,899,179	39.2	0.0	-2.0
Overnight stays	Apr	920,933	29.4	8.8	7.7
Foreign arrivals in U.S.(11)					
From overseas	Mar	694,284	13.9	9.1	14.0
From Canada	Apr	1,052,429	-5.7	23.4	12.6
From Mexico	Mar	53,725	16.7	-29.4	-14.4
U.S. citizen departures(12)					
To overseas	Feb	1,021,377	-0.7	3.8	3.7
To Canada	Apr	662,100	30.7	17.9	9.9

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

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TRAVEL PRINTOUT July 1987

U.S. POSTAGE
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PERMIT NO. 8523
WASHINGTON, D.C.

Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 80
Bethesda MD 20814

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